(b) if so, the details thereof; and

(c) if not, the reasons therefor and the Steps Government propose to take to realise the mounting provident fund dues from the Jute Mill owners in the country?

THE MINISTER OF STATE IN THE MINISTRY OF LABOUR AND THE MINISTER OF STATE IN THE MINISTRY OF PARLIAMENTARY AFFAIRS (SHRI RADHAKISHAN MALAVIYA): (a) No, Sir.

'(b) Does not arise,

(c) There is already, a suitable provision in Section 8B (i) of the EPF Act providing *inter-alia* for recovery of the arrears of EPF dues by attachment and sale of movable and immovable property of the establishment and where necessary, the employer. This provision may be utilised for recovery of the arrears of Provident Fund dues from the jute mills.

Increase in the price of cereals

*271. SHRI ANAND SHARMA: Will the Minister of FOOD AND CIVIL SUPPLIES be pleased to state;

(a) whether Government are aware of the sharp increase in the prices of cereals recently; and

(b) if so, what steps are proposed to be taken to check the price rise and to provide relief to the people?

THE MINISTER OF STATE OF THE MINISTRY OF FOOD " AND CIVIL SUPPLIES (SHRI SUKH RAM): (a) and (b) The Wholesale Price Index (WPI) of the cereals as a group has exhibited only a marginal increase jn the first sixteen weeks of the current financial year (1989-90). The wholesale price indices of wheat and barley declined significantly and that of maize moderately. This was off-set by moderate incretse in price indices of rice and kharif coarse grains. The slight rise in prices i of cereals is normal, resulting from inter-seasonal variations.

2. As regards the measures to control price rise in cereals, the main thrust of the Government policy is to increase the production of cereals in order to ensure that market availability position remain satisfactory and prices are contained within reasonable limits. The prices of cereals, especially wheat and rice, are kept under constant review and if required imports are resorted to. The State Governments are also advised to take effective measures in implementing and strictly enforcing the provisions of Essential Commodities Act and other similar legislations to curb the activities of hoarders, black-marketeers and other anti-social elements.

National Readership Survey

*272. SHRI KAPIL VERMA:

SHRIMATI VEENA VERMA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state,-

(a) whether Government are aware of the recent National Readership Survey, also covering the electronic media conducted by the Operation Research Group which shows that about 57 per cent of the adult population of the Hindi speaking States has never been exposed to Doordarshan and also- that 71.4 per cent of the people in this area have never] been exposed to AIR Vividh Bharati Programme;

(b) if so, what are the reasons therefor; and

(c) what percentage of the population in the Hindi Area is covered by Doordarshan and Akashvani?

THE MINISTER OF PARLIAMENTARY AFFAIRS AND THE MINISTER OF INFORMATION AND BROAD CASTING (SHRI H. K L. BHAGAT): (a) to (c) The Operations Research Group Report is basically a readership survey. Therefore, the primary focus of the study would be those persons who contribute to or subscribe to a newspaper. Since assessment of the reach of the electronic media was only a secondary objective, the findings of this survey cannot be